

Liang, Gwen

From: StLeger, Geoffrey (ASRC)
Sent: Friday, November 08, 2002 2:03 PM
To: Liang, Gwen
Subject: Patent and translation link



managing transfers.doc

Gwen,

Attached is the patent document. It's actually in English, not French. The only portion in French is the abstract so you can find out right away if it's relevant.

But just so you know, the following website will allow you to translate several major languages to English, or another major language. Simply copy and paste the text you want translated into the appropriate field. It also has the ability of translating entire webpages if you provide the link.

<http://www.translate.ru/eng/text.asp>

Geoff

1/9/1
DIALOG(R)File 349:PCT FULLTEXT
(c) 2002 WIPO/Univentio. All rts. reserv.

not used

Checking the
Security features
- Fig 6.

00375142 **Image available**

MANAGING TRANSFERS OF INFORMATION IN A COMMUNICATIONS NETWORK
GESTION DES TRANSFERTS D'INFORMATIONS DANS UN RESEAU DE COMMUNICATION

Patent Applicant/Assignee:
OPEN MARKET INC,

Inventor(s):

ELLIS John R,

GIFFORD David K,

TREESE Winfield G,

Patent and Priority Information (Country, Number, Date):

Patent: WO 9715885 A1 19970501

Application: WO 96US16441 19961016 (PCT/WO US9616441)

Priority Application: US 95548137 19951025

Designated States: JP AT BE CH DE DK ES FI FR GB GR IE IT LU MC NL PT SE

Main International Patent Class: G06F-013/00

Publication Language: English

Fulltext Word Count: 10582

don't see
user permission
in gmt.

English Abstract

The invention features various techniques for managing transfers of information in public packet switched communications networks. In one aspect, the invention provides a system for identifying updated items of network-based information, such as pages, to users (16) in a network (12, 14, 30). Another aspect of the invention features a system for implementing security protocols. Another aspect of the invention features a system for managing, authenticating, credentials of a user (16). Another aspect of the invention features a system for inducing advertisers to target advertisements to consumers (16). Another aspect of the invention features a system for extracting data from sources of network-based information in a communications network (12, 14, 30).

French Abstract

L'invention concerne différentes techniques pour gerer les transferts d'information dans un reseau public de communication à commutation par paquets. Selon un aspect, l'invention concerne un système permettant d'identifier, au bénéfice des utilisateurs (16) du réseau (12, 14, 30), des éléments mis à jour d'informations en réseau, comme par exemple des pages. Un autre aspect de l'invention concerne un système de mise en œuvre de protocoles de sécurité. Un autre aspect de l'invention concerne un système permettant de vérifier l'identité d'un utilisateur (16). Un autre aspect encore de l'invention concerne un système incitant les utilisateurs à cibler leur publicité en fonction des consommateurs (16). Un autre aspect enfin de l'invention concerne un système permettant d'extraire des données de sources d'informations en réseau, dans le réseau de communication (12, 14, 30).

Detailed Description

MANAGING TRANSFERS OF INFORMATION
IN A COMMUNICATIONS NETWORK

Background of the Invention

This invention relates to managing transfers of information in communications networks such as the World

Wide Web.

one aspect of the invention relates to managing queries for new or changed items of network-based information. Many services provide standing queries over streams of information such as news wires, e-mail, bulletin boards, and stock quotations. These services are sometimes called "information filters," "continuous queries," or "clipping services." News Edge and Compuserve are two examples of such services.

Another aspect of the invention relates to using proxy servers to implement security protocols on behalf of network tools and to manage sets of authentication credentials for users. Existing corporate networks often include a gatekeeper or proxy or fire-wall server that provides a single point of entry and exit from the corporate network to the rest of the world. The network browsers on the corporate network create network requests, and the proxy server forwards them to servers on the Internet. The proxy intercepts all traffic to and from each browser, and ensures that only a very restricted set of traffic and people can access the corporate network from the outside.

Another aspect of the invention relates to inducing advertisers to target advertisements to consumers for whom the advertisements are likely to be of interest. On the Internet it is presently possible for advertisers to do direct advertising to individual consumers by broadcasting "junk mail" that appears in user e-mail and network bulletin boards*

Another aspect of the invention relates to extracting data from sources of network-based information on a communications network. Object embedding tools are known such as OLE (object Linking and Embedding) and OpenDoc that are used to build compound documents. These tools contain a link to an object that the tool embeds within a compound document such as a word-processor document or a spreadsheet. If the object changes, the compound document changes accordingly.

Summary of the Invention

In one aspect, the invention features a system for identifying updated items of network-based information to users in a public packet switched communications network that includes a plurality of network servers. The system includes a master log server and a plurality of user computers. The master log server periodically receives data from at least some of the plurality of network servers. The master log server causes the data to be assembled into a one or more master logs having a plurality of entries. Each of the master logs includes at least one entry. Each entry pertains to creation of or changing of an item of network-based information, such as a page of information, that has occurred within a

predetermined time span. The master log server causes at least some of the entries in the one or more master logs to be transmitted to one of the user computers. The user computer receives a user query comprising a request to provide to a user at least a subset of the entries in the one or more master logs, wherein each of the entries in the subset matches a search pattern contained in the user query. The search pattern includes an identification of a time period. The user computer causes the user query to be executed by providing to the user, from each of the one or more master logs into which data has been assembled within the time period, the subset of the entries.

In one embodiment, the data received by the master log server from the network servers comprises logs having 5 entries pertaining to creation of or changing of items of network-based information. In another embodiment, the master log server is programmed to compute log entries for network servers that do not forward logs to the master log server, by directly querying the servers and comparing the current contents of the servers to the master log or logs, which indicate when the contents of each server was last noticed to change.

By providing a master server that receives data from each of a plurality of network servers and assembles the data into one or more master logs, and user computers provide entries in response to queries limited to particular time periods, the invention provides a set of efficient logs that enable user queries limited to particular time periods to be executed on the World Wide Web, which has thousands of the network servers each with its own unique content, without requiring the user computer to communicate with each of the network servers.

Another aspect of the invention features a system for implementing security protocols in a public packet switched communications network comprising a plurality of network servers that receive requests from users for items of network-based information and that transmit the items of network-based information to the users in response to the requests. A network tool, implemented on a computer, receives a first item of network-based information that includes a link in a protocol compatible with the network tool. In response to user input selecting the link, the network tool creates a request for the second item of network-based information. The request includes the link. A proxy server, implemented on a computer, receives the first item of network-based information from one of the network servers, wherein the link is in a protocol incompatible with the network tool, translates the link into the protocol compatible with the network tool, and transmits to the network tool the first item of network-based information, with the link being translated into the protocol compatible with the network

tool, The proxy server receives the request for the second item of network-based information from the network tool,, retrieves the link from the request, back translates the link into the protocol incompatible with the network tool, and requests the second item of network-based information from one of the network servers.

By providing a proxy server that translates links from a protocol incompatible with the network tool to a protocol compatible with the network tool and that back translates the link, the invention enables Web browsers and tools that don't implement Web security protocols such as SSL and SHTTP to access information that would otherwise be unavailable to these browsers and tools, Another aspect of the invention features a system for managing authenticating credentials of a user of a public packet switched communications network that includes a plurality of network servers that receive requests from users for items of network-based information and transmit the items of network-based information to the users in response to the requests. A network tool, implemented on a computer, creates a request for an item of network-based information from one of the network servers in response to input from a user, and receives the item of network-based information in response to the request. A proxy server, implemented on a computer, maintains a table of authenticating credentials for each of the plurality of network servers, receives the request from the network tool, and forwards the request to the network server. The proxy server receives a request for authentication from the one of the network servers, retrieves from the table authenticating credentials for the network server, transmits the authenticating credentials to the network server, receives the item of network-based information from the network server, and forwards the item of network-based information to the network tool, By providing a proxy server that manages a user's authenticating credentials automatically on behalf of a user, the invention enables the user to avoid having to assume the responsibility of managing and remembering a large number of differing authenticating credentials, or having to use the same authenticating credentials for a large number of services. Using the same authenticating credentials for a large number of services can increase the risk that a breach in security in connection with one service will affect other services. Moreover, a user may be able to use a particular set of authenticating credentials in connection with one service but not another service, for example if one of the credentials is already being used by another user of the other service.

The invention avoids the annoyance to the user of having to type in a user ID and password each time the user visits a subscription service.

Another aspect of the invention features a system for inducing advertisers to target advertisements to consumers in a public packet switched communications network that includes a plurality of network advertiser servers that transmit advertisements. The system includes an advertising broker server and a plurality of user computers. The advertising broker server receives advertisements from each of the network advertiser servers. Each of the advertisements is targeted toward at least one of a plurality of users served by the advertising broker server and is accompanied by an offer having monetary value for acceptance of the advertisement. The advertising broker server transmits 5 at least one of the advertisements to one of the user computers operated by a user targeted by the advertisement. Each one of the plurality of user computers receives advertisements from the advertising broker server and, whenever a user of the user computer has read an advertisement, sends a message to the advertising broker server indicating that the user has read the advertisement. The advertising broker server receives the message indicating that the user has read the advertisement, and, in response thereto, causes the offer having monetary value to be executed.

By providing an advertising broker programmed to receive advertisements and messages indicating that users have read the advertisements, and to cause an offer having monetary value to be executed, the invention induces advertisers to target advertisements to consumers and induces the consumers to read the advertisements.

Thus, the invention provides a substitute for direct broadcasting of "junk mail" to users for whom the advertisements are not of interest and who must separate such direct advertising from important personal and work messages,

Another aspect of the invention features a system for extracting data from sources of network-based information in a communications network that includes a plurality of network servers programmed to transmit network-based information over the network. A script program, implemented on a computer in the communications network, extracts data from network-based information provided by one of the network servers. An object embedding program, implemented on a computer in the communications network, includes a link to the network-based information provided by the network server and a link from which the object embedding program can locate the script program. The object embedding program applies the script program to the network-based information so as to cause the data to be extracted from the network-based information, and embeds the data within a compound document implemented on a computer in the communications network.

By providing an object embedding program that can locate a script program and cause the script program to extract data from an item of network-based information, the invention enables users to extract data from Web pages or other items of network-based information and embed it in documents, including spreadsheets and other applications, without including extraneous content from the Web pages, yet while enabling the extracted information to change whenever the Web pages change.

Brief Description of the Drawings

Fig. 1 is a diagram of a system for providing updated pages, or other items of network-based information, to users in accordance with the invention.

Fig. 2 is a diagram of another system for providing updated pages of information to users in accordance with the invention, in which the master server duplicates its master logs onto multiple slave servers, Fig. 3 is a diagram of a system for implementing security protocols on behalf of a network tool that does not implement them, in accordance with the present invention.

Fig. 4 is a diagram of the system of Fig. 3 illustrating how a proxy server manages authenticating credentials on behalf of a user in accordance with the invention.

Fig. 5 is a diagram of a system for inducing advertisers to target their advertisements to consumers for whom the advertisements are likely to be of interest, in accordance with the invention,

~~Fig. 6 is a diagram of a system for extracting information from pages of information on a communications network, in accordance with the invention.~~

Detailed Description

With reference to Fig. 1, in the World Wide Web 10 network 10, each of thousands of Web servers 12 prepares daily compressed logs of pages of information (or other informational objects such as programs, multimedia content, or files) that are new or have changed within the last day. The logs contain entries of the form.

<URL, time,, content tags, title>, The IIURLII is a universal resource locator that identifies a particular page or other item of information that is new or has changed. The "time" is the date and time when the page has most recently been modified. The "content tags" are a set of short classifications of the page's contents.

These tags, which identify such things as suitability for children, the type of content, etc., are utilized during the process of searching for relevant pages. The "title" is the title of the page.

For example, a particular log entry might be of the form.

<http://www.opermarket.com/home.html, 10/16/95
11:32a, fRating/G, Category/Business/Internet/
Software, Class/Home-page1, fOpen Market Home
Page1>,
Every day, each of Web servers 12 sends its daily logs to a master log server 14. The master log server merges the daily logs from the Web servers into a master set of logs. These logs are the day log, the week log, 35 the month log,, and the year log. The day log contains all of the present day's daily logs as they arrive from Web servers 12, merged into a single log, Every midnight, the day log is merged into the week log, and the day log is cleared. once a week, the week log is 5merged into the month log and the week log is cleared. once a month, the month log is merged into the year log and cleared.

When entries from one log are rolled over into another log, e.g. from the day log into the month log, if 10 both logs contain an entry for the same URL, the most recent entry should be retained and the older one discarded.

Master log server 14 indexes each of the master logs by each of the fields in the log entries (URL, time, 15 content tags,, and title). This enables fast searches.

Users at user computers 16 can use queries to search the master logs to find pages that are changed or new. A typical query might be as follows: Find all pages that are new or changed within the last week that are in 20 Category/ Business/Internet/Software. Each such page that is of interest to the user could reside on any of the thousands of Web servers 12 on network 10, In one embodiment, user computers 16 transmits the queries directly to master log server 14 and master log 25 server 14 transmits to the appropriate user computer 16 the entries that match the search pattern contained in the query transmitted by that user computer, In another embodiment, master log server 14 downloads its logs into each of user computers 16, and the queries are executed 30 internally by user computers 16.

Thus, system 10 enables World Wide Web users to discover new or changed pages that might be of interest to them, For example, a consumer can find out whenever new pages appear concerning video cameras, An office 35 products salesman can find out whenever new businesses in - 10 a particular sales district publish new pages or change their old pages. A lobbyist for a certain company can monitor the pages of all local, state, and federal

politicians and agencies for any references to the 5 particular company or issues affecting the particular company.

The user queries are typically "standing queries," which are queries that are re-evaluated periodically (once a day, once a week, etc.). Daily queries are associated with the day log, weekly queries are associated with the week log, etc. Immediately before master log server 14 rolls the day log over into the week log, the standing daily queries are matched against the day log and the results are sent back to the users. Similarly, immediately before the master log server rolls the week log over into the month log, the standing weekly queries are matched against the week log. Standing queries can also be evaluated at other times as desired by users. In an alternative embodiment, master log server 14 maintains a larger set of logs: log-1, log-2, log-4, log-2n. Log-1 contains entries for the present day.

Every day, log-1 is rolled over into log-2. Every two days, log-2 is rolled over into log-4. In general, log-2ⁱ is rolled over into log-2ⁱ⁺¹ every 2ⁱ days.

This structure of logs improves upon the daily/weekly/monthly/yearly structure because it avoids the weekly and monthly "hiccup" that occurs when the logs are rolled over. For example, once a month, the monthly log is rolled over into the yearly log and the monthly log is cleared. Thus, in the first day of the month, a user who asks "what's changed this month" may see only what has changed in the last day.

With the log-2ⁱ format, a user can ask what has 35 changed in the last 30 days, for example. The system then matches the query against log-2, log-4, log 8, and log-16, which will yield pages that have changed in the last 32 days, which is the lowest power of 2 greater than 30.

In yet another embodiment, master log server 14 maintains a single master log of all data received from Web servers 12.

In certain embodiments, the logs are "compressed" by omitting detail before they are transmitted between 10 Web servers 12 and master log server 14, or between the master log server and user computers 16. For example, master log server 14 may send out to user computers 16 compressed logs that just list which Web servers 12 contain pages that have changed, along 15 with the time of the most recently modified page on that server, for example.

<http://www.openmarket.com/*, 10/16/95 11:32a>

<http://www.netscape.com/*, 10/16/95 12:45p>
<http://www.src.dec.com/*, 10/16/95 10:43a>. 20 Users could use such a compressed log to determine which Web servers 12 have some content that has changed recently, even though the particular pages that have changed are not identified in the entries received by user computers 16. The search pattern contained in the 25 query from the user would include a time period specification and perhaps a partial URL, but would not include complete URLs, content tags, or titles.

In certain embodiments, Web servers 12 do not forward logs to master log server 14. The master log 30 server computes log entries for Web servers 12 by directly querying the Web servers and comparing the current contents of the Web servers to the master log or logs, which indicate when the contents of each Web server was last noticed to change,

- 12

More generally, in certain embodiments Web servers 12 or master log server 14 compress logs to any level in the URL hierarchy, based on each particular Web server's content. For example, the daily log for the Open Market 5 Web server might be compressed as follows.

<http://www.openmarket.com/what's-new/*, 10/16/95 11:32a>
<http://www.openmarket.com/infor/*, 10/14/95 4:54p>
<http://www.openmarket.com/library/*, 10/18/95 4:31a>, With reference to Fig. 2, in another embodiment, master server 14 duplicates its master logs onto multiple slave servers 30. The slave servers execute user queries or redistribute the master logs to user computers 16 in the manner described above with respect to master server 14*

once a day, master server 14 sends its day log to each of slave servers 30. Each slave server maintains its own copy of the day log, week log, month log, and year log, and does its own rolling over from day into week, week into month, and month into year. Each slave server also maintains its own indexes of the entry fields (URL, time, content tags, title). Slave servers 30 off load much of the work from master server 14 and allow a greater flow of queries from user computers 16 to be executed, while reducing communications costs.

Fig. 3 shows a system for implementing security protocols on behalf of a network tool that does not implement them. In World-Wide Web network 32, a proxy server 34 is inserted between a user's Web browser 36 and network servers 38 on the Internet. Each user has a personal proxy server 34, which may be located on the same computer as the user's Web browser 36. Proxy server 34 intercepts all requests for pages (or other items of network-based information) made by browser 36 and all responses coming back from network servers 38. Proxy

- 13

server 34 can execute the appropriate security protocols on behalf of Web browser 36.

Many Web browsers and tools don't implement the new Web security protocols SSL, SHTTP, and PCT (a new standard protocol similar to SSL). These protocols are more complicated than the original and very simple Web protocols. To implement the security protocols SSL, SHTTP, and PCT on behalf of a browser 36 that doesn't understand them, proxy server 34 examines each incoming page of information 35 requested by browser 36. Proxy server 34 translates all secure URLs on the page to special unsecure URLs and then forwards the translated page 37 to browser 36.

An SSL URL has the form: https://x/y/z. Proxy 15 server 34 translates a secure URL of the form https://x/y/z to an unsecure URL of the form http://PROXY/x/y/z/SSL.

An SHTTP URL has the form: shttp://x/y/z. In addition, a Web page containing SHTTP URLs must include 20 additional information telling browsers how to access those URLs. That additional information appears in two places: in anchors and in tagged fields elsewhere on the page.

Anchors are special fields on an HTML page that 25 contain URLs representing links to other pages (HTML is the language in which Web pages are written). An SHTTP anchor has the form:

<A href=shttp://x/y/z" Si=s1 S2=s2 ... Sn=sn Fi=f1
F2=f2 ... Fn=fn> Click here to see this page.

*

The Si=si fields are name-value pairs describing SHTTP parameters to be used for accessing this particular URL, and the name-value pairs Fi=fi describe other aspects of the anchor unrelated to SHTTP,

- 14

The rest of the SHTTP information appears elsewhere on the page, in specially tagged fields of the form.

<Ti> ooo </Ti>

5 where Ti is a tag specific to the SHTTP protocol, When presented with a page containing a secure SHTTP LTRL, proxy server 34 rewrites the page, by removing the specially tagged SHTTP fields of the form <Ti> oe, </Ti> and by translating the SHTTP anchors into.

<A href=http://PROXY/x/y/z/SHTTP#####I Si=s1 S2=s2
"I Sn=sn Fi=f1 F2=f2 ... Fn=fn> Click here to see
this page. ,

The trailing component MII, which represents an encoding of the Si=si name-value pairs from the original 15 anchor and the tagged fields <Ti> ... </Ti>, is a string

of letters and digits that encode data needed to reverse the translation and execute the security protocol to retrieve the URL. Any encoding scheme can be used that obeys the standard URL syntax,

When the user clicks on one of the translated unsecure URLs, the request to read its page is intercepted by proxy server 34. The prefix "PROXY/" identifies the URL to the proxy server as a translation.

The proxy server back-translates it to the original 25 secure URL and executes the SHTTP secure protocol to request the page from network server 38, In an alternative embodiment, instead of directly encoding the SHTTP parameters in the URL, proxy server 34 maintains a table with entries for each translated URL, 30 each entry containing the Si=sn name-value pairs and the <Ti> *a, </Ti> fields. The ##M in the translation is replaced by the number of the corresponding table entry, rather than the contents of the entry.

With reference to Fig. 4, proxy server 34 can 35 manage a user's authenticating credentials automatically on behalf of the user. When a user registers to use a subscription service on the web, the user is assigned a set of credentials identifying the user to the service.

The credentials may be a simple user ID and password or a public key and private key pair.

To manage the user's credentials automatically, the proxy server stores a table 40 of pairs <S, C>, where S represents the name of a subscription service's server and C represents the corresponding credentials for that service. The table is stored on the user's computer and is protected by a single password or smart card. When the user first starts a Web session, proxy server 34 will ask the user to supply that secret.

When browser 36 requests a page (or other item of network-based information) from network server 38, proxy server 34 forwards the request to network server 38.

Network server 38 may respond with a "please authenticate" message. At this point, browser 36 would ordinarily display a dialog box asking the user to type in a user ID and password. But, in the present invention, proxy server 34 looks in table 40 for credentials corresponding to network server 38 and sends them back to the network server. The network server replies with the requested page, which proxy server 34 forwards to browser 36.

In this way, proxy server 34 automatically executes the authentication on behalf of the user, without any notice or typing on the part of the user.

This is important because a user often can't or doesn't want to use the same credentials for each of the service to which the user subscribes. As the number of such services grows, it is difficult for the users to manage all of their credentials.

Fig. 5 is a diagram of a system 42 for inducing advertisers to target their advertisements to consumers - 16 for whom the advertisements are likely to be of interest.

An advertising broker server 44 provides each consumer with a "personal billboard" 46, which is a Web page only that particular consumer can read. Network advertiser 5 servers 48 bid for space on each consumer's billboard 46 with offers of cash and coupons for discounts on goods and services. Network advertiser servers 48 place ads on billboard 46 customized for the particular consumer, and the advertisements are ordered on the billboard by the amount of the bid. When a consumer reads the ad, the consumer receives the cash or coupon. Advertising broker server 44 receives a payment for each advertisement placed on billboard 46 and each advertisement read by a consumer.

The consumer's actual name and mailing address may be provided to advertising broker server 44 when the consumer registers with the advertising broker server.

Advertising broker server 44 and network advertising servers 48 can build profiles of individual consumers using traditional mailing lists, a survey filled out by the consumer when the consumer registers, or a record of the advertisements and Web pages the consumer actually reads.

In order to record which advertisements and Web pages the consumer reads, advertising broker server 44 provides a program that runs on the consumer's computer. The program is either the consumer's Web browser 50 itself, or a "proxy server" 52 that sits between Web browser 50 and the Internet. The program records all advertisements and pages the consumer reads, in a manner that ensures that a real person, rather than a computer program, has read each advertisement. Otherwise, clever users could write a program that reads every advertisement and collects the offered cash. The program

- 17

may require the user to provide user authentication to advertising broker server 44,

There are a number of techniques for ensuring that a real person has read a particular advertisement, 5 associated with differing degrees of security. For example, proxy server 52 could detect whether there were any mouse clicks or key clicks in a windows program immediately preceding, within a fraction of a second, a request from browser 50 to read a particular page.

Alternatively, the pages of information might be set up in a manner such that the user must read several pages before receiving any money, and proxy server 52 could require that a user spend a certain amount of time (e.g., 30 seconds) reading each page. Alternatively, the pages may include forms and the user must fill out the form before receiving any money.

Many consumers would be concerned that detailed logs of what they read would be given to advertisers. There are two ways to solve this problem. In one embodiment,, advertising broker server 44 digests the detailed reading logs provided to the advertising broker server by each user computer into abstract consumer profiles, which the advertising broker server then transmits to network advertiser servers 48, perhaps for a fee, In another embodiment, advertising broker server 44 assigns a unique number to each consumer, and the advertising broker server 44 gives the reading logs to network advertiser servers 48 keyed by the number rather than the consumer's name. Only advertising broker server 44 knows the correspondence between number and name, In either approach, the advertising brokerage service contractually promises never to disclose the consumer's identity without the consumer's permission,

Direct advertising on the Web removes the 35 middleman of broadcast advertising. Traditionally,

- 18
advertisers "pay" consumers to view their advertisements by subsidizing the cost of consumer entertainment such Os television, radio, newspapers, and magazines. But, direct advertising on the Web spends that money directly 5 on the consumer.

With direct advertising sent via U.S. mail, a successful response can cost a substantial amount of money. Direct advertising on the Web can be much, much cheaper, and so it can be expected that advertisers will be willing to spend some of that money in direct payments to consumers who read their advertisements, The payments encourage the advertisers to closely target their advertisements to those consumers most likely to read them, and they signal to consumers the worth of the information contained in the advertisement.

An advertiser that carefully targets its audience may be willing to offer a large amount of money to a consumer to read its advertisement, Such a large amount signals to the consumer that this advertisement is special in some way and most likely contains valuable information, Consumers can be expected to like the personal billboard because it is unobtrusive in that consumers can read advertisements only when they wish to do so, because the consumer is likely to see advertisements that are of interest to the consumer, and because the consumer is paid for reading the advertisements.

Advertisers can be expected to like the personal billboards because they are relatively inexpensive, because they can efficiently target those consumers most likely to want their products, and because the advertisers can induce consumers to read the advertisements with cash and coupons.

one implementation of the system of Fig. 5 is exemplified as follows, Using customer profiles supplied 35 by advertising broker server 44, a network advertiser

- 3.9
server 48 submits to advertising broker server 44 an advertisement specifically targeted for a particular customer identification number. The advertisement is accompanied by an offer of a certain amount of money to be paid to the broker for placing the advertisement on billboard 46, a certain amount of money to be paid to the broker if the consumer reads the advertisement, and a certain amount of money to be paid to the consumer if the consumer reads the advertisement.

Advertising broker server 44 maps the consumer identification number to a particular consumer and places the advertisement on the consumer's personal billboard.

The billboard is a Web page that is readable only by the consumer (standard Web security enforces this), The advertisements on the page are ordered according to the value of their bids.

Proxy server 52, which sits between the user's browser 50 and the network, filters all network traffic to and from the browser.

When the user reads an advertisement by clicking on its URL in browser 50, proxy server 52 verifies that a real user, rather than a computer program, is reading the advertisement, and, using encryption technology, sends proof to advertising broker server 44 that the user read the advertisement,

Advertising broker server 44 transmits a request to payment computer or switch 54 to pay the user the appropriate amount of money and to pay the broker the appropriate amount of money, The payment computer authenticates the payment request, and causes payment to be executed upon authentication of the payment request.

This can be accomplished in the manner set forth in U.S, Patent Application Serial No. 08/168,519, filed December 16, 1993, and U.S, Patent Application Serial No.

08/328j1331 filed October 24, 1994, the entire

- 20

disclosures of which are hereby incorporated herein by reference.

Proxy server 52 records all advertisements and pages read by the user and periodically sends a log of these advertisements and pages to advertising broker server 44. The advertising broker server 44 digests all of the usage logs of the users and sends consumer profiles, tagged by anonymous consumer identifiers, to network advertiser servers 48.

Fig. 6 is a diagram of a system for extracting information from pages of information (or other items of network-based information) on a communications network. The system provides an OLE object 56 for extracting data from a page 58 or any other source of network-based 15 information and embedding it in a document 60, OLE is Microsoft's standard method of building compound documents. OLE object 56 contains the URL of page 58 containing the desired data, OLE object 56 also contains a link from which the OLE object can locate a script 20 program 62, written in a scripting language such as TCL that, when evaluated, extracts the desired data from data page 58, OLE object 56 can be embedded within any compound document 60 such as a word-processor document or a 25 spreadsheet. The result of applying script program 62 to data page 58 is inserted into compound document 60.

Script program 62 may strip away useless content, or it may transform the content from one representation into another more suitable for the application. For example, 30 the script program may convert an HTML table into a Microsoft Word table,

In general, each different kind of data page 58 will have a different script program 62. For example, there can be one script for PAWWS stock quotes, another 35 for National Weather Service weather reports, another for - 21

mortgage rates published in the Mercury News, etc.

Script programs can be associated with data pages 58 in a number of different ways.

For example, a user or vendor can write a 5 particular script program 62 for a particular page 58 or class of pages and bind that script program 62 into OLE object 56.

Alternatively, the URL of a page containing script program 62 can be encoded in data page 58 in special HTML (Hypertext Markup Language) comments, which a browser normally doesn't show to the user. OLE object 56 looks for the special comments, retrieves the contents of the page referenced by the URL in the comments, and uses the contents as a script. This approach is appropriate when the provider of data page 58 also supplies script program 62,

Alternatively, data page 58 is tagged with a

content tag describing the type of the page, for example, PAWWS/ Stock/Quote. Using a table 64 on the side, OLE object 56 maps the content tag to a script program 62. This is appropriate when the script program is supplied by a third party that doesn't have access to the contents of data page 58. Script program 62 is digitally signed by a trusted 25 third party,, certifying that the script is safe to execute and is not a virus or malicious program, Such certification is a known technique.

The invention is also applicable to other compound document architectures other than OLE, such as, for example,, OpenDoc.

It can be seen that the extracted information can exclude the extraneous content of most information on the Web that makes pages of information pleasing to read within Web browsers. In other words, these pages of

- 22

information are not in a "raw" form suitable for use with other applications such as spreadsheets.

As an example of a situation in which the object embedding is useful, the PAWWS Financial Network provides 5up-to-date stock quotes over the Web. A financial analyst can include some quotes in a spreadsheet that gets updated every day, without having to manually cut and paste quotes from the Web page into the spreadsheet.

The analyst can automatically extract the closing price for a given company from a page of information corresponding to that company, and can insert the closing price into the spreadsheet in such a way that when the contents of the page are changed, the corresponding contents of the spreadsheet are changed.

Script program 62 can be configured to automatically notice when page 58 changes, by, for example, polling the page on a regular basis. When page 58 changes, script program 62 recomputes the result it provided as part of compound document 60, and calls the compound document manager to have the compound document updated and optionally displayed,

As another example, a real-estate agency can give its customers a printed flyer listing current mortgage rates for several of the local banks, extracted from a larger listing published on the Web by the city newspaper. The real-estate agency can update the flyer every week without cutting and pasting from the newspaper Web page,

There have been described systems and methods for managing transfers of information in communications networks, It will be apparent to those skilled in the art that numerous modifications of and departures from the specific embodiments described herein are possible

without departing from the inventive concepts set forth
35 in the claims.

- 23

Claim

1 A system for identifying updated items of network-based information to users in a public packet switched communications network comprising a plurality of 5network servers:
master log server; and
plurality of user computers;
said master log server being programmed to periodically receive data from at least some of said 10 plurality of network servers, said master log server further being programmed to cause said data to be assembled into one or more master logs having a plurality of entries, each entry pertaining to creation of or changing of an item of network-based information that has 15 occurred within a predetermined time span, and to cause at least some of said entries in said one or more master logs to be transmitted to one of said plurality of user computers;
said plurality of user computers being programmed 20 to receive a user query comprising a request to provide to a user at least a subset of said entries in said one or more master logs wherein each of said entries in said subset matches a search pattern contained in said user query, said search pattern comprising an identification 25 of a time period, and to cause said user query to be executed by providing to said user, from each of said one or more master logs into which data has been assembled within said time period, said subset of said entries.

2 A system in accordance with claim 1, wherein
30 said data received by said master log server from said network servers comprises logs having entries pertaining to creation of or changing of items of network-based information. - 24

3e A system in accordance with claim 1, wherein
said master log server is programmed to cause a first one of said master logs to be merged into a second one of said master logs on a periodic basis, and to cause said first one of said master logs to be cleared on said periodic basis.

4 A system in accordance with claim 3, wherein
said master log server is programmed to cause said second one of said master logs to be merged into a third one of said master logs on a periodic basis and to cause said second one of said master logs to be cleared on said periodic basis.

5* A system in accordance with claim 1, wherein
said items of network-based information comprise pages of information.

6 A system in accordance with claim 1, wherein:
each of said user computers is programmed to
transmit said user query to said master log server; and
said master log server is programmed to receive
said user query from one of said user computers and to
execute said user query by transmitting said subset of
said entries to said one of said user computers,

7* A system in accordance with claim 1, wherein:
said master log server is programmed to transmit
entries in said master logs that occurred during said
time period to said one of said user computers; and
each of said user computers is programmed to
execute said user query internally,

8 A system in accordance with claim 1, wherein
entries pertaining to creation of or changing of items of
- 25

network-based information comprise identifications of
said items of network-based information,

9* A system in accordance with claim 1, wherein
said entries pertaining to creation of or changing of
items of network-based information comprise
identifications of servers that maintain said items of
network-based information,

10* A system in accordance with claim 1, wherein
said master log server is programmed to cause said
entries that said master log server causes to be
transmitted to said one of said plurality of user
computers to be compressed prior to transmission to said
one of said plurality of user computers by causing
information to be deleted from said entries.

11* A system in accordance with claim 1, wherein
said user query is a standing query that is executed on a
periodic basis by providing to said user, from one of
said master logs that said master log server causes to be
cleared on said periodic basis, all entries that match
20 said search pattern contained in said standing query,
immediately before said master log server causes said one
of said master logs to be cleared.

12* A system in accordance with claim 1, wherein:
each of said entries comprises at least one field;
2 5 and

said master log server is programmed to cause at
least one of said master logs to be indexed by said
field, so as to enable fast searches,

13* A system in accordance with claim 12,
wherein:

- 26
each of said entries comprises a plurality of
fields; and

said master log server is programmed to cause at
least one of said master logs to be indexed by each of
5 said fields.

14e A system in accordance with claim 1, wherein:
said system further comprises a plurality of slave
servers;

said master log server is programmed to
10 periodically transmit at least one of said master logs to
each of said slave servers; and
each of said slave servers is programmed to
transmit at least some of said entries in said master log
to one of said plurality of user computers.

15* A system in accordance with claim 14,

wherein:

each of said user computers is programmed to
transmit said user query to one of said slave servers;
and
each of said slave servers is programmed to
receive said user query from one of said user computers
and to execute said user query by transmitting said
subset of said entries to said one of said user
computers,

16 A system in accordance with claim 14, wherein
said master log server is programmed to cause a first one
of said master logs to be merged into a second one of
said master logs on a periodic basis and to cause said
first master log to be cleared on said periodic basis by
30 periodically transmitting said first master log to each
of said slave servers, each of said slave servers being
programmed to merge said first master log into said

- 27

second master log on said periodic basis, and to clear
said first of said master logs on said periodic basis.

17* A system in accordance with claim 14,

wherein:

each of said entries comprises at least one field;
and
each of said slave servers is programmed to cause
said one or more master logs to be indexed by said field,
so as to enable fast searches.

18 A method for identifying updated items of
network-based information to users in a public packet
switched communications network comprising a plurality of
network servers, a master log server, and a plurality of
user computers, comprising the steps of:
periodically receiving, at said master log server,
data from at least some of said plurality of network
servers;
assembling said data into one or more master logs
having a plurality of entries, each of said master logs
20 comprising at least one entry, each entry pertaining to
creation of or changing of an item of network-based
information that has occurred within a predetermined time
span;
causing at least some of said entries in said one
25 or more master logs to be transmitted to one of said
plurality of user computers;
receiving user queries at each of said user
computers, each of said user queries comprising a request
to provide to a user at least a subset of said entries in

30 said one or more master logs wherein each of said entries in said subset matches a search pattern contained in said user query, said search pattern comprising an identification of a time period; and

- 28

causing said user queries to be executed by providing to said user, from each of said one or more master logs into which data has been assembled within said time period, said subset of said entries.

190 A system for implementing security protocols in a public packet switched communications network comprising a plurality of network servers programmed to receive requests from users for items of network-based information and to transmit said items of network-based information to said users in response to said requests, comprising:

a network tool, implemented on a computer, programmed to receive a first item of network-based information comprising a link in a protocol compatible with said network tool, and, in response to user input selecting said link, to create a request for said second item of network-based information, said request comprising said link; and

a proxy server, implemented on a computer, programmed to receive said first item of network-based information from one of said network servers, wherein said link is in a protocol incompatible with said network tool, to translate said link into said protocol compatible with said network tool, to transmit to said network tool said first item of network-based information, with said link being translated into said protocol compatible with said network tool, to receive said request for said second item of network-based information from said network tool, to retrieve said link from said request, to back-translate said link into said protocol incompatible with said network tool, and to request said second item of network-based information from one of said network servers. - 29

20* A system in accordance with claim 19, wherein said proxy server is programmed to execute said protocol incompatible with said network tool in a manner that authenticates an identity of said user.

21 A System in accordance with claim 19, wherein:

said proxy server is programmed to encode within said link data identifying said protocol incompatible with said network tool, prior to transmitting to said 10 network tool said first item of network-based information comprising said link; and
said proxy server is programmed to decode said data to determine how to back-translate said link,

22 A system in accordance with claim 19, wherein
15 said proxy server is programmed to incorporate into said link a flag identifying said link as a translated link,

prior to transmitting to said network tool said first item of network-based information comprising said link.

23 A system in accordance with claim 19, wherein 20 said computer on which said proxy server is implemented is said computer on which said network tool is implemented,

24* A system in accordance with claim 19, wherein said link comprises a universal resource locator.

25 A system in accordance with claim 19, wherein said network tool comprises a browser programmed to cause items of network-based information to be displayed to a user,

- 30

26 A system in accordance with claim 19, wherein said protocol compatible with said network tool is HTTP,

27* A system in accordance with claim 19, wherein said protocol incompatible with said network tool is SSL.

28 A system in accordance with claim 19, wherein said protocol incompatible with said network tool is SHTTP*

290 A system in accordance with claim 19, wherein said items of network-based information comprise pages of 10 information.

30 A method of implementing security protocols in a public packet switched communications network comprising a plurality of network servers programmed to receive requests from users for items of network-based information and to transmit said items of network-based information to said users in response to said requests, a network tool implemented on a computer, and a proxy server implemented on a computer, comprising the steps of:

at said proxy server, receiving a first item of network-based information from one of said network servers comprising a link in a protocol incompatible with said network tool, translating said link into a protocol compatible with said network tool, and transmitting to said network tool said first item of network-based information, with said link being translated into said protocol compatible with said network tool;

at said network tool, receiving said first item of network-based information, and, in response to user input 30 selecting said link, creating a request for said second item of network-based information, said request comprising said link;

at said proxy server, receiving said request for said second item of network-based information from said network tool, retrieving said link from said request, back-translating said link into said protocol incompatible with said network tool, and requesting said second item of network-based information from said one of said network servers,

31 A system for managing authenticating
credentials of a user of a public packet switched
communications network comprising a plurality of network
servers programmed to receive requests from users for
items of network-based information and to transmit said
15 items of network-based information to said users in
response to said requests, comprising:
a network tool, implemented on a computer,
programmed to create a request for an item of network
based information from one of said network servers in
20 response to input from a user, and to receive said item
of network-based information in response to said request;
a proxy server, implemented on a computer,
programmed to maintain a table of authenticating
credentials for each of said plurality of network
25 servers, to receive said request from said network tool,
to forward said request to said one of said network
servers, to receive a request for authentication from
said one of said network servers, to retrieve from said
table authenticating credentials for said one of said
30 network servers,, to transmit said authenticating
credentials to said network server, to receive said item
of network-based information from said network server,
and to forward said item of network-based information to
said network tool. - 32

32 A system in accordance with claim 31, wherein
said proxy server is further programmed to request a
security message from said user in order to protect said
table of authenticating credentials.

33* A system in accordance with claim 31, wherein
said computer on which said proxy server is implemented
is said computer on which said network tool is
implemented.

34 A system in accordance with claim 31, wherein
10 said network tool comprises a browser programmed to cause
items of network-based information to be displayed to a
user.

35 A system in accordance with claim 31, wherein
said items of network-based information comprise pages of
15 information.

36* A method of managing authenticating
credentials of a user of a public packet switched
communications network comprising a plurality of network
servers programmed to receive requests from users for
items of network-based information and to transmit said
items of network-based information to said users in
response to said requests, a network tool implemented on
a computer, and a proxy server implemented on a computer,
comprising the steps of:
at said network tool, creating a request for an
item of network-based information from one of said
network servers in response to input from a user, and

receiving said item of network-based information in response to said request; and
at said proxy server, maintaining a table of authenticating credentials for each of said plurality of

- 33

network servers, receiving said request from said network tool, forwarding said request to said one of said network servers, receiving a request for authentication from said one of said network servers, retrieving from said table authenticating credentials for said one of said network servers, transmitting said authenticating credentials to said network server, receiving said item of network-based information from said network server, and forwarding said item of network-based information to said network tool,

37 A system for inducing advertisers to target advertisements to consumers in a public packet switched communications network comprising a plurality of network advertiser servers programmed to transmit advertisements, said system comprising:

an advertising broker server; and
a plurality of user computers;

said advertising broker server being programmed to receive advertisements from each of said network advertiser servers, each of said advertisements being targeted toward at least one of a plurality of users served by said advertising broker server and being accompanied by an offer having monetary value for acceptance of said advertisement, and to transmit at least one of said advertisements to one of said user computers operated by a user targeted by said advertisement;

each one of said plurality of user computers being programmed to receive advertisements from said advertising broker server and, whenever a user of said one of said user computers has read an advertisement, to send a message to said advertising broker server indicating that said user has read said advertisement; said advertising broker server being programmed to receive said message indicating that said user has read

- 34

said advertisement, and, in response thereto, to cause said offer having monetary value to be executed,

38 A system in accordance with claim 37, wherein said advertising broker server is programmed to create a personal billboard page of information for each one of said plurality of users served by said advertising broker server, said billboard page of information comprising advertisements transmitted by said advertising broker server to a user computer operated by said one of said plurality of users.

39 A system in accordance with claim 37,
wherein:

said offer having monetary value comprises a bid for transmission of an advertisement to a user computer

15 operated by a user targeted by said advertisement; and
said advertising broker server is programmed to
transmit said advertisement to said user computer
operated by said user targeted by said advertisement only
if said bid is acceptable to said advertising broker

20 server,

40* A system in accordance with claim 37, wherein
said offer comprising monetary value comprises an offer
to transfer monetary value to said advertising broker
server.

41 A system in accordance with claim 37, wherein
said offer comprising monetary value comprises an offer
to transfer monetary value to said user targeted by said
advertisement.

42 A system in accordance with claim 37,
wherein:

- 35

each one of said user computers is programmed to
create a record of advertisements read by a user of said
one of said user computers and to transmit said record to
said advertising broker server; and
said advertising broker server is programmed to
transmit to said network servers information pertaining
to said record of advertisements read by said user,

43* A system in accordance with claim 42, wherein
said advertising broker server is programmed to transmit
10 to said network advertiser servers said information
pertaining to said record of advertisements read by said
user in a manner that preserves anonymity of said user.

44 A system in accordance with claim 37, wherein
at least one of said user computers comprises a proxy
server programmed to receive advertisements from said
advertising broker server and, whenever a user of said
one of said user computers has read an advertisement, to
send a message to said advertising broker server
indicating that said user has read said advertisement.

45 A system in accordance with claim 37, wherein
each one of said plurality of user computers is
programmed to send said message to said advertising
broker server indicating that a user has read an
advertisement only if said user computer verifies against
25 computer-simulated reading of said advertisement.

460 A system in accordance with claim 37,
wherein:

said system further comprises a payment computer
programmed to receive payment requests, to authenticate
30 said payment requests, and to cause payment to be
- 36

executed upon authentication of each of said payment
requests; and

said advertising broker server is programmed to
cause said offer having monetary value to be executed by
5 transmitting a payment request to said payment computer.

47 A system in accordance with claim 37, wherein
said advertising broker server is programmed to provide
to said network advertiser servers information with
respect to each of said users from which said network
10 advertiser servers can deduce which advertisements are
likely to be of interest to each of said users.

48* A system in accordance with claim 47,
wherein:

said advertising broker is programmed to provide
15 said information to said network advertiser servers
accompanied by customer profile numbers corresponding to
actual users whose identities are not revealed by said
advertising broker server; and
at least some of said advertisements received by
20 said advertising broker server from said network
advertiser servers are targeted toward one of said
plurality of customer profile numbers,

49 A system in accordance with claim 37, wherein
said offer having monetary value comprises an offer of
2 5 money .

50a A system in accordance with claim 37, wherein
said offer having monetary value comprises an offer of a
coupon for a discount on a purchase.

51* A method of inducing advertisers to target
30 advertisements to consumers in a public packet switched
communications network comprising a plurality of network
advertiser servers programmed to transmit advertisements,
an advertising broker server, and a plurality of user
computers, comprising the steps of:

at said advertising broker server, receiving
advertisements from each of said network advertiser
servers, each of said advertisements being targeted
toward at least one of a plurality of users served by
said advertising broker server and being accompanied by
10 an offer having monetary value for acceptance of said
advertisement, and transmitting at least one of said
advertisements to one of said user computers operated by
a user targeted by said advertisement;
at each one of said plurality of user computers,
15 receiving advertisements from said advertising broker
server and, whenever a user of said one of said user
computers has read an advertisement, sending a message to
said advertising broker server indicating that said user
has read said advertisement; and
at said advertising broker server, receiving said
message indicating that said user has read said
advertisement, and, in response thereto, causing said
offer having monetary value to be executed,

52 A system for extracting data from sources of
25 network-based information in a communications network
comprising a plurality of network servers programmed to
transmit network-based information over said network,
comprising:

a script program, implemented on a computer in

30 said communications network, structured to extract data from network-based information provided by one of said network servers; and
an object embedding program, implemented on a computer in said communications network, comprising a

- 38

link to said network-based information provided by said one of said network servers and a link from which said object embedding program can locate said script program, said object embedding program being structured to apply 5said script program to said network-based information so as to cause said data to be extracted from said network based information, and to embed said data within a compound document implemented on a computer in said communications network.

53 A system in accordance with claim 52, wherein said link from which said object embedding program can locate said script program comprises a direct link to said script program.

54 A system in accordance with claim 52, wherein 15 said link from which said object embedding program can locate said script program is said link to said network based information, and wherein said network-based information in turn comprises a link to said script program.

55* A system in accordance with claim 52, wherein said link from which said object embedding program can locate said script program comprises said link to said network-based information, and wherein said network-based information comprises an identification of a table 25 comprising a link to said script program.

56 A system in accordance with claim 52, wherein said link comprises a universal resource locator,

57 A system in accordance with claim 52, wherein said computer on which said object embedding program is

- 39

implemented comprises said computer on which said compound document is implemented.

58 A system in accordance with claim 52, wherein said network-based information is a page of information.

59 A method of extracting data from network based information in a communications network comprising a plurality of network servers programmed to transmit network-based information over said network, comprising the steps of:

executing an object embedding program implemented on a computer in said communications network to locate a script program from a link in said object embedding program, to apply said script program to network-based information, provided by said one of said network servers,, to which said object embedding program is linked

by a link in said object embedding program, and to apply
said script program to said network-based information;
executing said script program, implemented on a
computer in said communications network, to extract data
20 from said network-based information provided by said one
of said network servers; and
continuing to execute said object embedding
program to embed said data within a compound document
implemented on a computer in said communications network.